

**COLLEGE OF THE REDWOODS
FOUNDATION BOARD
MEETING**

November 15, 2017 2:00 pm –3:30 pm
Eureka Main Campus (Boardroom)
7351 Tompkins Hill Rd., Eureka, CA
95501

COMMENTS/BOARD BUSINESS

1.1 Call to Order and Roll Call - 2pm, Martha Traphagen

Present: Martha Traphagen, Jim Davis, Keith Snow-Flamer, Joe Hash, Jim Maher
Bill McAuley, Monica Sperling, Meggan Smith, Julia Morrison, Marty Coelho
Absent: John Corbett, Bruce Emad, Tom Ross

1.2 Approve 8/16/17 minutes unanimously approved

1.3 Call for Public Comment

No public comment.

1.4 Scholarship Update – Meggan Smith

430 scholarship applications were submitted. 300 of these applications were completed and thus could be reviewed for awards. Students had four weeks to apply. We have 30 reviewers, made up of faculty and staff at CR and Del Norte, and Martha Traphagen (foundation board member). We also have four donor reviewers who will be reviewing this week. Reviews will be completed by next Tuesday, November 21. We will then begin awarding scholarships. Students will receive their scholarships on Friday, Dec. 8.

In October, we held three scholarship application workshops, and spoke in four classes. We also attended the EOPS and TRIO scholarship workshops, to get the word out and promote the application.

The scholarship application will re-open Friday, January 12, 2018, for students to apply for spring scholarships. The students who have already applied will be automatically be entered into the spring scholarship pool.

The Foundation will award \$50,000-\$60,000 in scholarships during the fall semester.

1.5 Marketing Update – Marty Coelho

We have filmed five new student success story commercials to promote Spring Enrollment. Four of them were from Crescent City, and we have potentially three others. Our branding guide for our logo should be completed before Thanksgiving and then we can have conversations with retailers about selling our branded items. We have completed all of our annual agreements with our local media partners. We have been working on how we will manage the marketing budget going forward. We are taking on more and more of the marketing work from various departments / programs / events and are incorporating their various marketing funds.

1.6 Fundraising Update – Marty Coelho

There has been much change in the Business Office with Doug Edgmon, Lee Lindsey, and Lorie Walsh either moving on to other jobs outside of CR or retiring.

Julia Morrison has built out financial detail on our auxiliaries, and we are continuing discussions on how to provide greater detail for oversight.

We have transferred \$192,000+ of Cal Trans Mitigation Funds from the Redwood Capital savings accounts to Morgan Stanley in order to invest a % in CDs. Meeting with CTE to discuss how much can be invested and how much needs to be accessible in a money market fund.

We received our first online donation for \$262.50, twice a year for Anthropology. We also received a will where CR would receive \$60,000 to be used on installing a new heater system in the Fieldhouse or spent on repairing the tennis courts and the grounds surrounding the tennis courts.

We are having a meeting with Green Diamond and various trucking companies to discuss how to expand the number of students in our Truck Driving Program.

The Foundation Coordinator position is being reviewed for approval in Sacramento by the CSCA (our union for classified employees.)

Our 3% Foundation fee was accessed for 2016-17, and \$25,255 was moved to our general Foundation account.

We will be conducting a Holiday Fundraising Campaign Test through email and social media to better judge the quality of our new DonorView database.

1.7 Finance Committee Update – Marty Coelho

The Finance Committee met on November 13th and reviewed this quarter's financial statements. An issue of concern is the large amount of funds written off to housing. \$685,965 was written off in bad debt expense and we need to have clarification on what this exactly entailed – aging report, what comprised these bad debts, and the process in place to collect/prevent defaulting on room and board.

1.8 Foundation Event Update – Marty Coelho

The 30th Science Night was another great success with a couple thousand people participating. The Foundation sponsored the Walk to End Alzheimer's which was a big success, in its second year 400 people participated raised \$65,000. We gave numerous service club presentations and were invited to come back in the spring to talk about the CR Foundation and scholarships. Helped develop CTE's first Entrepreneur Pitch Night, with students from CR and HSU participating. The event went very well and we are moving on to more events. CR has formed a consortium of entrepreneurship players into "the Venture Collaborative" – CR, HSU, the Small Business Administration, and HCOE all working together to develop and promote entrepreneurship activities for students. We have also

made much progress on building out the Homeless Summit for spring. We have all the respective service providers for the County at the table providing input and also involved HSU.

ACTION/DISCUSSION ITEMS

2.1 Approve Foundation Financial Reports – unanimously approved.

2.2 Approve Foundation dates for 2018 – unanimously approved.

Third Wednesday of the following months from 2 – 3:30 pm.

- February 21 (Annual Meeting)
- May 16
- August 15
- November 14 (moved up due to Thanksgiving week)

2.3 Approve new member to the nomination committee.

Board of Trustees to appoint new members to the Foundation Board on December 5th.

FUTURE AGENDA ITEMS & AJOURNMENT

Discussion of having each board member bring a recommendation on a person to join the Foundation Board.

Adjourned 3:10 pm